

17112 U.S. PTO  
08/20/03

UTILITY  
PATENT APPLICATION  
TRANSMITTAL

Our Docket No.: 14491.01

First Named Inventor: Stephen Mase

Title: Marketing System Based on Customer Preferences

Express Mail No.: EV324255710US

ADDRESS TO:

Mail Stop PATENT APPLICATION

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

APPLICATION ELEMENTS

ACCOMPANYING APPLICATION PARTS

1. ☐ Fee Calculation Sheet  
(Submit an original and a duplicate for fee processing)
2. ☒ Applicant claims small entity status
3. ☒ Specification Total Pages: 9  
☒ Descriptive title of the invention  
☒ Cross Reference to Related Applications  
☐ Statement Re: Fed. Sponsored R&D  
☐ Reference to Microfiche Appendix  
☒ Background of the Invention  
☒ Brief Summary of the Invention  
☒ Brief Description of the Drawings  
☒ Detailed Description  
☒ Claims  
☒ Abstract of the Disclosure
4. ☒ Drawings (35 U.S.C. 113) Total Sheets: 2
5. ☐ Oath or Declaration Total Pages:
  - a. ☐ Newly Executed (original or copy)
  - b. ☐ Copy from a prior application (37 C.F.R. 1.63(d))  
(for continuation/divisional with Box 19 completed)
    - i. ☐ DELETION OF INVENTORS  
Signed statement attached deleting inventor(s)  
named in the prior application (37 C.F.R.  
1.63(d)(2) and 1.33(b))
6. ☒ Application Data Sheet (37 C.F.R. 1.76)
7. ☐ CD-ROM or CD-R in duplicate,  
large table or Computer Program (Appendix)
8. ☐ Nucleotide and/or Amino Acid Sequence Submission  
(If applicable, all necessary)
  - a. ☐ Computer Readable Form (CRF)
  - b. ☐ Specification Sequence Listing on:
    - i. ☐ CD-ROM or CD-R (2 copies); or
    - ii. ☐ paper
  - c. ☐ Statement verifying identity of above copies

9. ☐ Certification Under 35 U.S.C. 122(b)(2)(B)(i)
10. ☐ Assignment Papers (cover sheet & document(s))
11. ☐ 37 C.F.R. 3.73(b) Submission
12. ☐ Power of Attorney
13. ☐ Information Disclosure Statement  
(with Copies of Citations as necessary)
14. ☐ Preliminary Amendment Total Pages:
15. ☐ Certified Copy of Priority document(s)  
(if foreign priority is claimed)
16. ☐ English Translation Document (if applicable)
17. ☒ Return Receipt Postcard  
(Should be specifically itemized)
18. ☐ Other  
☐ Check No. \_\_\_\_\_ for \$ \_\_\_\_\_  
☐ Copy of Power of Attorney from prior application  
☐  
☐  
☐

15535 U.S. PTO  
10/644651

08/20/03

CONTINUATION APPLICATIONS

19. If a CONTINUING APPLICATION, check appropriate box and supply the requisite information:

- ☐ Continuation  
☐ Division  
☐ Continuation-in-Part (CIP)

of PRIOR APPLICATION

No. \_\_\_\_\_, filed \_\_\_\_\_

and also claims priority from

\_\_\_\_\_, dated \_\_\_\_\_

For CONTINUATION or DIVISIONAL APPLICATIONS: The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied under Box 5b, is considered as being part of the disclosure of the accompanying application and is hereby incorporated by reference.

CORRESPONDENCE ADDRESS

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Signature: <i>Jason R. Kraus</i>		Date: 8.20.2003	